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PFAS the "Forever Chemical"

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FUCH L'EGYCLEIS

Elizabeth Grubb, MS, MPA – Storm Water Bv **Program Manager** Sara R. Hamidovic, MS, PE, CHMM – President VET Environmental Engineering, LLC

Happy Spring, everyone! We hope the weather is getting better, bright, and warmer wherever you may be. I know here in Bloomington we are enjoying some warm and sunny days, with a few storms in between. Today, we thought we would talk about something that has captured the regulatory agencies' attention over the last few years, per- and polyfluoroalkyl substances (PFAS).

What is PFAS and what does it do?

PFAS is a group of man-made chemicals that are used in a variety of products, such as non-stick cookware, firefighting foam, and cleaning products, since the 1940s. It is important to note that PFAS is the overarching term for the entire group of compounds. There are hundreds of different individual compounds classified as PFAS. For example, perfluorooctanesulfonic acid (PFOS) and perfluorooctanoic acid (PFOA) are two of the most common PFAS compounds found in products throughout history. The commonality between PFAS compounds is that they contain fluorine, carbon, and hydrogen atoms and associated bonds. This is important as the fluorine and carbon bond is one of the strongest bonds in organic chemistry. Due to this, PFAS compounds, specifically PFOS and PFOA, are extremely difficult to break down allowing the compounds to bioaccumulate in humans and the environment, earning PFAS the nickname the "forever chemical".



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Find information on membership including the membership application at www.matronline.com/associate.html

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How is PFAS regulated?

Even though these compounds have been around since the 1940s, PFAS is not currently regulated by many state or federal agencies. However, the United States Environmental Protection Agency (USEPA) has initiated the first steps toward imposing more regulations on this group of compounds. We are going to discuss a few of the ways PFAS is currently regulated and the potential future regulations for this group of chemicals.

Safe Drinking Water Act

The Safe Drinking Water Act (SDWA), enforced by the USEPA, is the major law that protects our country's drinking water. The SDWA protects our drinking water by setting Maximum Contaminant Levels (MCLs) for potable water. For example, this law sets the maximum amount of lead allowable in drinking water. Currently, there are no MCLs for PFAS compounds, but the EPA has started the process of MCL development. However, in the interim, the USEPA has issued a Public Health Advisory for drinking water that establishes a cumulative PFOS and PFOA standard of 70 parts per trillion (ppt). Public Health Advisories are non-enforceable and nonregulatory. The purpose of these advisories is to provide technical information and inform appropriate regulatory agencies of public health effects. This is important to note as your facility may utilize on-site wells for drinking water or

have the potential to expose surrounding drinking water sources through facility operations. For example, if your facility stores PFAS-containing materials outdoors, the materials are exposed to storm water. The materials have the potential to contaminate storm water that discharges to the surrounding environment, including nearby waterbodies that may be utilized for drinking water.

Toxic Substances Control Act

The Toxic Substances Control Act (TSCA) regulates industries and businesses that produce PFAS compounds. This regulation requires businesses to report the type and amount of toxic chemicals produced, such as PFAS, to the USEPA. This data provides the USEPA an estimate of the amount of toxic chemicals in commerce throughout the country. This estimate allows the USEPA to determine if the amount of chemicals present in commerce poses a threat to human health and the environment. As such, if the USEPA determines that there is enough PFAS present in commerce to warrant a threat to human health, the USEPA will implement regulations, as necessary.

Comprehensive Environmental Response, Compensation, and Liability Act

The Comprehensive Environmental Response, Compensation, and Liability

Act (CERCLA) created the Superfund program which focuses on remediating sites contaminated by hazardous substances. To date, PFAS is not classified as a hazardous substance. However, the USEPA is working to regulate PFAS under CERCLA and classify the compounds as "hazardous substances". This classification will provide the USEPA authority to direct entities to remediate sites and remediate sites internally that are contaminated with PFAS.

So, what does this mean moving forward?

As we move forward, we will see PFAS become more heavily scrutinized by regulatory agencies. The complete effects of these compounds on human health and the environment are still not completely understood. Therefore, as we learn more about these compounds and the associated effects, new regulations and standards will be implemented as necessary to protect human health and the environment. As we discussed, the first step towards increased regulation will be the implementation of MCLs for drinking water. This development is already under way at many state and federal agencies. Other regulatory changes may follow suit such as implementation of storm water benchmarks for PFAS compounds.

While PFAS regulations may not affect your business right now, it is important to keep a finger on the regulatory pulse to understand what changes are to come. We hope this article gives you a brief run-down of the world of PFAS. As always, if you have any questions or concerns, please do not hesitate to contact VET at (812) 822-0400.

Got compliance?

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Illinois along with Missouri are hosting 2021 IL/MO Automotive Recyclers Association's Convention & Trade Show October 29 & 30, 2021 in Alton, IL All are welcome.

Let's come together to: Educate, Learn, Network, & Celebrate!

Enjoy live entertainment on Saturday night. Deja Voodoo features a six-piece band playing hits from the 70s and 80s.

Watch for more information coming soon! Or contact Michelle Lechner at 877-880-2874

Keys for Achieving Success in Everything You Do (Part Two)

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By Mike French

In part one, I wrote about the importance of creating a plan, about doing the most important things first, about the power enthusiasm, and about doing everything with excellence. Here are more success keys.

Do everything you do with a positive mental attitude

Your mental attitude greatly affects your ability to achieve success. I have a business friend who seems to have the Midas touch with everything he puts his hand to. He is one of the most positive people I know. He seems to find a positive solution in every situation, no

matter how negative it may look. He is inspiring and fun to be around. Another person I know is just the opposite. He goes from one failure to another and seems to sabotage every opportunity by snatching defeat out of the jaws of victory. The difference between these two people is their mental attitude. Their attitude affects everything, especially their success. Positivity promotes positivity and negativity promotes negativity. It is that simple. When you have a positive mental attitude toward what you do, your mind helps increase your productivity. Positivity encourages the mind to be inspired and motivated to work. Individuals who have a positive mental attitude usually find positive so-



lutions to problems and they find ways to get things done on time.

To develop a positive mental attitude, begin with what you think about. Reliable studies show you cannot behave inconsistently with your dominant thoughts. If your head is filled with negative thoughts, you will behave negatively and you will behave positively with positive thoughts.

- Program your mind with good information. Replace negative input sources, tv, news, social media, movies, negative friends, etc., with positive ones, such as self-help and how-to business books.
- Take training classes and watch educational videos. Join business peer groups and enlist positive mentors.
- Learn new learning skills from places, like online Skill Share.

As you fill your mind with positive input, your mental attitude will gradually change and so will your success rate.

Associate with successful achievers

A few years ago, while delivering a twopart marketing seminar to several hundred automotive recyclers, something happened during the break. When people went to the rear of the auditorium for refreshments and a meet-and-greet time, they formed into subgroups; the mom and pops found other mom and pops, consolidators found other consolidators, parts dismantlers found other parts dismantlers, etc. As Benjamin Franklin noticed so long ago, "Birds of a feather, flock together." These people already knew each other and because they had things in common, they felt comfortable being with like-minded people.

However, if they want to grow beyond their present success level, they will seek out people that are beyond their current success level. The mom and pop person would be stretched and challenged by getting together with owner or managers of a larger company.

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If you want to become more successful, hang around with more successful people. Seek out people who have already done what you are doing now as mentors and role models. Find people in your area of business who have already achieved success and have developed skills and habits required to be excellent and successful. You can learn a lot from them. Jim Rohn, said it best, "You are the average of the five people you are around".

Don't quit!

Persist and persevere at what you do.

Be a finisher! Many times, people don't achieve success only because they gave up too soon. An old joke is told about the guy who worked for years trying to develop a new soft drink. His first failure was called, "1 Up". His next attempt was called, "2 Up". One failure followed another. He finally gave up in frustration when "6 Up" failed. He did not realize how close he had come to achieving massive success.

Success is often achieved by sheer tenacity against insurmountable odds. Thomas Edison had 10,000 failures on his way to finding a light filament that would work. He said, "Negative results are just what I want. They are just as valuable to me as



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positive results. I can never find the thing that does the job best until I find the ones that don't." That reminds me of the short commencement speech given by Sir Winston Churchill. He said, "Never give up! Never! Never! Never!"

Mike French is an author, speaker, publisher, consultant, and owner of a successful business. Since 1982, Mike French and Company has offered 400,000 different promotional products, graphic design, all kinds of printing, direct mail services (lists and fulfillment), and publishes an industry trade magazine for automotive recyclers in North America: "The Auto Recycler's ToolBox Magazine". Contact: 1-800-238-3934 – mike@mikefrench. com – www.mikefrench.com

Awesome Job! Your Business Has a Three Star Google Rating

By Paul D'Adamo

Who Doesn't Look At Google Reviews?

Now that I have your attention, let's talk about Google Reviews this month. I travel for RAS, so I use Google Maps to look for different services; hotels, restaurants, etc., and, yes, Auto Recycling facilities. I can't help myself. I love this industry and want all businesses to prosper and flourish. I raise the issue of Google Reviews now because we are on the other side of the COVID-19 pandemic, and some Recyclers say they are swamped, yet others complain about how far off their sales are. I believe Google Reviews might give a business owner some insight into why their business is or isn't thriving.

Old School

Fact: Most of the Recyclers who have terrible reviews are the victims of their own ignorance. They haven't kept up



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with the times, their curbside appeal is lacking or non-existent, and they operate under the premise that "we have always done it this way." This scenario presents two issues: the continued existence of that business and the smear it paints on the rest of the industry. We fight a constant battle to improve our image in the public eye to avoid the "J" word. When customers are looking for parts, they want excellent service, price, and quality. In some respects, I wish Google would relegate any business with under four stars to a separate landing page.

How many Stars should you strive for?

While everyone wants 5 stars, every business should strive for a solid 4 stars as a base. If you were taking that special person in your life out for dinner and you were looking at reviews, what is the minimum number of stars for you to consider that restaurant? The same standards apply to our industry. Self-consciously, I think we all are programmed to eliminate anything three stars and below immediately. Every business will take a hit on a bad review and recover. Consistent bad reviews tell customers to run the other way.

"Google My Business" App On Your Phone?

While you will probably go on your computer to set up your Google My Business settings, the Google My Business App is a quick and easy way to monitor and respond to reviews, update business hours for upcoming holidays, promote events, display a deal or coupon, post photos, and review and reply to reviews. Replying to reviews takes patience, calm, and a positive attitude. It's best not to upset an already ticked-off customer, and at the same time, not pump yourself up too much when replying to a positive comment. The bottom line is that all reviews should have a reply.

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Common Customer Gripes

Certain complaints seem to cross all business types; poor customer service, bad phone etiquette, unfriendliness, and poor business practices. In my opinion, Google Reviews are a direct mirror image of how a business operates. Companies with one to three-star ratings are just not customer-friendly.

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- MATR publishes a newsletter 6 times a year at no charge with the latest information on business tips, and other subjects ranging from insurance, updates on new products and services and more.
- MATR maintains a web site at www.matronline.com featuring information about the industry for consumers, A part search, newsletter archive, and an on-line membership roster with direct links to member web sites (if available).
- MATR produces an annual convention & trade show featuring exhibitors showing off their latest products and services. This is a great networking opportunity to share and learn from other recyclers. See what works and what doesn't.
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Associate Membership: Any entity or person not meeting the eligibility requirements for active membership as herein above provided shall upon the approval of the Membership Committee be eligible to become an Associate Member of the Association.

All Missouri recyclers are encouraged to join MATR and make a difference by getting involved. Support your state association and reap the benefits! Please Return to: P.O. Box 1072 Jefferson City, Missouri 65102-1072 (573) 636-2822 Fax: (573) 636-9749 www.matronline.com

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